

Amendments to the Claims:

Please cancel claims 28-35.

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (previously presented) An illuminated display device, comprising:
 - a first light source mounted to a first position on a substantially planar mount surface of a mount and directing light generally along a first axis;
 - a reflective image display unit mounted to a second position on the mount surface different from the first position, with an optical axis substantially parallel to the first axis; and
 - a reflective polarizing film disposed to direct light from the first light source to the reflective image light display unit.
2. (original) A device as recited in claim 1, wherein the reflective polarizing film is curved in at least one dimension.
3. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and the displacement direction.
4. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and an axis orthogonal to both the first axis and the displacement direction.
5. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective